

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

## FIRST REPORT FOR SEPTEMBER, 198

EVENING 7:00-11:00 PM													
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	13.8	15.2	13.2	12.9		14.1	13.4	13.8	12.8	14.8	14.1	11.3	13.0
NO. OF PROGRAMS†	7	9	21	6	IFR	7	19	29	23	33	56	35	91

  

EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM						WEEKEND DAYTIME			
Informational(1)										Sports			
Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)	
HOUSEHOLDS % AVG. AUD.	7.7	9.9	3.9	6.3	5.0	4.0	4.4	6.6	5.7	4.9	8.1	5.5	7.5
NO. OF PROGRAMS†	3	3	10	14	9	6	14	12	26	38	10	4	14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
 (2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.  
 (3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
 (4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

### BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 16, 1984

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	E/R-SPECIAL(S)	23.0	19,530	11	JEFFERSONS#	16.7	14,180
2	NBC SUNDAY NIGHT MOVIE#	22.8	19,360	11	RIPTIDE#	16.7	14,180
3	MISS AMERICA PAGEANT(S)	22.1	18,760	13	ALICE#	16.4	13,920
4	SPECIAL MOVIE PRSNT-SUN(S)	19.5	16,560	14	CAGNEY & LACEY	16.1	13,670
5	HAWAIIAN HEAT#	19.1	16,220	14	NEWHART	16.1	13,670
6	ABC SUNDAY NIGHT MOVIE#	18.5	15,710	16	KATE & ALLIE	16.0	13,580
7	60 MINUTES	18.3	15,540	16	SIMON & SIMON	16.0	13,580
8	NFL MONDAY NIGHT FOOTBALL	17.9	15,200	18	GLITTER#	15.9	13,500
9	CBS SPECIAL MOVIE PRSNT(S)	17.6	14,940	19	TRAPPER JOHN, M.D.#	15.5	13,160
10	A TEAM	17.2	14,600				

2 FRI. 10.01P 2										2 FRI. 8.30P 30 CBS EA	16	199	195	99	98	A	16.1	28	1367
ABC NEWSBRIEF-SAT.										CAGNEY & LACEY						B	16.2	27	1375
1 SAT. 9.57P 1 ABC N	43	207	203	99	98	A	12.2	22	1036	MON. 10.00P 60 CBS OP						A	14.7	26	1248
2 SAT. 9.57P 2						B	16.5	29	1401	CALL TO GLORY	2	191				B	21.4	38	1817
ABC NEWSBRIEF-SUN.										1 MON. 8.00P 60 ABC GD						A	11.1	23	942
1 SUN. 10.00P 1 ABC N	43	208	202	99	97	A	13.9	23	1180	CBS EVENING NEWS-RATHER	229	201	204	98	99	B	12.5	24	1061
2 SUN. 10.52P 1						B	18.2	29	1545	M-F 6.30P 30 CBS N						A	6.2	11	526
ABC NFL FOOTBALL SPECIAL(S)		208		99		A	13.6	26	1155	CBS REPORTS(S)		147		88		A	8.4	19	713
1 THU. 9.00P 192 ABC SE										1 TUE. 8.00P 60 CBS DN						B	8.8	19	747
ABC NFL FOOTBALL SPECIAL(S)			205		98	A	9.5	18	807	CBS SAT. NEWS-SCHIEFFER	37		162		87	A	9.8	18	832
2 SUN. 9.00P 215 ABC SE										2 SAT. 6.30P 30 CBS N						B	9.1	18	773
ABC SAT. MORNING PREVIEW(S)	156			90		A	8.5	18	722	CBS SATURDAY NIGHT MOVIE	16		195		98	A	17.6	33	1494
1 FRI. 8.00P 30 ABC EA										2 SAT. 9.00P 120 CBS FF						B	10.7	18	908
ABC SPORTS UPDATE-SAT	43	208	207	99	99	A	10.8	21	917	CBS SPECIAL MOVIE PRSNT(S)		201		99		A	14.2	23	1206
1 SAT. 8.51P 1 ABC SN						B	14.8	27	1257	1 FRI. 9.00P 120 CBS FF						A	13.2	23	1121
2 SAT. 8.58P 1										CBS TUESDAY NIGHT MOVIES	31		196		95	B	12.1	20	1027
ABC SPORTS UPDATE-SUN	41	205	198	98	97	A	13.7	23	1163	2 TUE. 9.00P 120 CBS FF						A	8.8	17	747
1 SUN. 8.32P 1 ABC SN						B	16.5	26	1401	CBS WEDNESDAY NIGHT MOVIE	39	199	196	99	98	B	12.8	21	1087
2 SUN. 8.34P 1										WED. 9.00P 120 CBS FF						A	14.7	23	1248
ABC SUNDAY NIGHT MOVIE	35	208		99		A	18.5	32	1571	CFA COLLEGE FOOTBALL SP(S)		202		99		A	10.7	22	908
1 SUN. 9.00P 147 ABC FF						B	19.5	31	1656	1 SAT. 8.00P 208 ABC SE						B	9.7	20	822
ABC WORLD NEWS TONIGHT	220	199	204	97	99	A	9.6	20	815	CHEERS	33		209		98	A	10.7	22	908
1 MON. 7.00P 30 ABC N						B	10.3	19	874	2 THU. 9.00P 30 NBC CS						B	9.7	20	822
1 TU-F. 6.30P 30										COMEDY ZONE	2	185		95		A	10.7	22	908
2 M-F. 6.30P 30										1 FRI. 8.00P 60 CBS CS						B	9.7	20	822

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D														KNIGHT RIDER(B)														LAUGH BUSTERS(S)													
CRACKER BROTHERS(S)														2 SUN. 8.00P 19 NBC A														1 SAT. 8.30P 30 NBC EA													
2 FRI. 10.00P 60 NBC GV														LOVE BOAT														2 SAT. 9.00P 120 ABC CS													
CROSSROADS														LOVE BOAT FALL PREVIEW(S)														2 SAT. 8.00P 60 ABC CS													
1 WED. 8.00P 60 CBS DO														MAGNUM, P.I.														THU. 8.00P 60 CBS PD													
DIFF'ENT STROKES-SAT.														MAMA'S FAMILY														SAT. 9.30P 30 NBC CS													
SAT. 8.00P 30 NBC CS														MARCO POLO, PART I(S)														1 SUN. 8.30P 180 NBC GD													
DOUBLE TROUBLE														MARCO POLO, PART II(S)														2 MON. 9.00P 120 NBC GD													
1 WED. 8.00P 30 NBC CS														MARCO POLO, PART III(S)														2 TUE. 9.30P 120 NBC GD													
DYNASTY														MARCO POLO, PART IV(S)														2 WED. 8.00P 180 NBC GD													
WED. 9.00P 60 ABC GD																																									
E/R-SPECIAL(S)																																									
2 SUN. 8.20P 60 CBS CS																																									
FACTS OF LIFE																																									
1 WED. 9.00P 60 NBC CS																																									
FALL GUY																																									
WED. 8.00P 60 ABC A																																									
FAMILY TIES																																									
1 THU. 8.30P 60 NBC CS																																									
2 THU. 8.30P 30																																									

GEN. FOODS GOLDEN SHOWCASE(S)				198	98	A	14.8	25	1257	MATT HOUSTON				33	191	98	A	11.7	22	993					
1 TUE. 9.00P 120 CBS GD										1 FRI. 10.00P 60 ABC PD							B	14.6	26	1240					
GIMME A BREAK				42	189	193	97	96	A	14.4	25	1223	MIKE HAMMER				2	195	203	98	98	A	13.9	25	1180
THU. 8.00P 30 NBC CS									B	13.9	23	1180	THU. 10.00P 60 CBS PD								B	13.9	25	1180	
GIMME A BREAK-SPECIAL(S)					197		97		A	11.5	22	976	MISS AMERICA PAGEANT(S)					205		99	A	22.1	43	1876	
2 SAT. 8.30P 30 NBC CS									A	15.9	27	1350	2 SAT. 10.00P 122 NBC AC							90	A	11.2	20	951	
GLITTER				1	204		99		B	15.9	27	1350	MOVIE OF THE WEEK-FRIDAY				15	168			B	10.3	19	874	
2 THU. 8.00P 120 ABC GD													2 FRI. 8.00P 120 NBC FF												
HARDCASTLE & MCCORMICK				34	206	193	99	95	A	12.8	22	1087	NBC MAJOR LGE. PRE-FRI(S)					196		99	A	7.7	17	654	
SUN. 8.00P 60 ABC A									B	15.6	25	1324	1 FRI. 8.00P 17 NBC SC												
HAWAIIAN HEAT				1	203		99		A	19.1	34	1622	NBC MAJOR LGE. BSBL-FRI(S)					196		99	A	8.3	16	705	
2 FRI. 9.00P 120 ABC OP									B	19.1	34	1622	1 FRI. 8.17P 181 NBC SE												
HILL STREET BLUES				42	205	208	99	99	A	13.2	24	1121	NBC MONDAY NIGHT MOVIES				33	186		96	A	12.6	21	1070	
THU. 10.00P 60 NBC OP									B	15.7	27	1333	1 MON. 9.00P 120 NBC FF								B	17.1	27	1452	
HOTEL				3	205	205	99	99	A	13.7	25	1163	NBC NEWS DIGEST-M-F				226	158	169	82	83	A	9.9	17	841
WED. 10.00P 60 ABC GD									B	12.7	23	1078	1 M & TU 8.58P 1 NBC N								B	12.2	19	1036	
JEFFERSONS				38	202		99		A	16.7	27	1418	1 THU. 9.28P 1												
1 SUN. 9.00P 30 CBS CS									B	16.0	25	1358	1 FRI. 8.15P 1												
JENNIFER SLEPT HERE(B)				155		78			A	10.8	19	917	2 M & TH 8.58P 1												
1 WED. 8.30P 30 NBC CS													2 TUE. 9.28P 1												
KATE & ALLIE				7	200	191	99	97	A	16.0	25	1358	2 WED. 9.05P 1												
MON. 9.00P 30 CBS CS									B	18.0	27	1528	2 FRI. 9.12P 1												
KNIGHT RIDER				38	197		98		A	13.1	21	1112	NBC NEWS DIGEST-2-M-F				108	174	173	89	87	A	9.5	16	807
2 SUN. 8.19P 41 NBC A									B	15.3	24	1299	1 TU&TH 9.58P 1 NBC N								B	12.0	19	1019	
													2 MON. 9.51P 1												
													CONT'D												

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1ST SEP. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1984 REPORT

PROGRAM NAME										PROGRAM NAME																	
WK # DAY		START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			WK # DAY		START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
						WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•LATE FRINGE																											
ABC NEWS:NIGHTLINE-MON					2	195	197	96	96	A	3.3	20	280	G MICHAELS SPORTS MACHINE					2	77	76	48	48	A	1.9	8	161
1 MON. 1.08A 30 ABC N										B	3.3	20	280	SUN. 12.00M 30 NBC SC										B	1.9	8	161
2 MON. 1.02A 30														LAROCHE-POLITICAL(S)						197		98		A	4.0	11	340
ABC NEWS:NIGHTLINE					89	191	190	95	94	A	5.9	16	501	1 MON. 11.30P 30 NBC P													
1 W & F 11.30P 30 ABC N										B	6.0	17	509	LATE MOVIE I					225	175	176	89	90	A	3.9	15	331
2 TU-F 11.30P 30														1 MON. 12.00M 76 CBS FF										B	5.9	20	501
ABC NEWS:NIGHTLINE SPEC.(S)						197		97		A	4.3	14	365	1 TUE. 12.00M 66													
1 TUE. 11.30P 60 ABC N														1 W-F 12.00M 67													
ABC NEWS:NIGHTLINE-THU(B)						193		96		A	3.2	16	272	2 MON. 11.30P 67													
1 THU. 12.42A 30 ABC N														2 TUE. 12.00M 67													
ABC ROCKS					6	143	144	75	77	A	2.3	7	195	2 WED. 11.30P 68													
FRI. 12.00M 32 ABC PC										B	2.2	7	187	2 THU. 11.30P 66													
ABC WEEKEND REPORT-SAT.					43	165	165	87	87	A	3.2	8	272	2 FRI. 11.30P 69													
1 SAT. 12.15A 15 ABC N										B	4.7	10	399	LATE MOVIE II					226	175	176	89	90	A	2.7	17	229
2 SAT. 11.30P 15														1 MON. 1.16A 44 CBS FF										B	4.1	23	348
ABC WEEKEND REPORT-SUN.					44	169	165	90	90	A	2.4	12	204	1 TUE. 1.06A 54													
1 SUN. 12.10A 15 ABC N										B	4.2	11	357	1 W & TH 1.07A 53													
2 SUN. 1.05A 15														1 FRI. 1.07A 45													
CAMPAIGN '84					1		181		92	A	3.4	10	289	2 MON. 12.37A 45													
														2 TUE. 1.07A 45													
														2 WED. 12.38A 46													
														2 THU. 12.36A 51													

2 TUE. 11.30P 30 CBS P										B	3.4	10	289	2 FRI. 12.39A 43													
CBS NEWS NIGHTWATCH-1					210	68	74	66	71	A	1.2	13	102	SATURDAY NIGHT					40	197	194	98	98	A	5.0	19	425
1 M-THSU 2.00A 30 CBS N										B	1.4	15	119	1 SAT. 11.30P 82 NBC GV										B	7.0	21	594
2 MWTHSU 2.00A 30														2 SAT. 12.33A 80													
CBS NEWS NIGHTWATCH-2					230	101	103	88	88	A	1.1	22	93	TONIGHT SHOW					225	200	200	99	99	A	5.8	19	492
M-THSU 2.30A 210 CBS N										B	1.2	23	102	1 MON. 12.00M 60 NBC GV										B	6.6	21	560
CBS SUNDAY NEWS-OSGOOD					46	140	170	73	84	A	7.2	16	611	1 TU-TH 11.30P 60													
1 SUN. 11.00P 15 CBS N										B	5.8	12	492	1 FRI. 11.46P 60													
2 SUN. 11.20P 15														2 MWTHF 11.30P 60													
DAVID LETTERMAN I					182	186	186	98	98	A	2.8	14	238	2 TUE. 12.00M 60													
1 MON. 1.00A 30 NBC GV										B	3.0	15	255	US OPN TENNIS HILITES-MON(S)						181		93		A	3.9	11	331
1 TU-TH 12.30A 30														1 MON. 11.30P 30 CBS SC													
2 MWTH 12.30A 30														US OPN TENNIS HILITES-TUE(S)						186		94		A	4.1	12	348
2 TUE. 1.00A 30														1 TUE. 11.30P 30 CBS SC													
DAVID LETTERMAN II					182	186	186	98	98	A	2.2	15	187	US OPN TENNIS HILITES-WED(S)						186		94		A	4.0	11	340
1 MON. 1.30A 30 NBC GV										B	2.3	15	195	1 WED. 11.30P 30 CBS SC													
1 TU-TH 1.00A 30														US OPN TENNIS HILITES-THU(S)						187		94		A	4.5	13	382
2 MWTH 1.00A 30														1 THU. 11.30P 30 CBS SC													
2 TUE. 1.30A 30														US OPN TENNIS HILITES-FRI(S)						182		92		A	4.3	11	365
EYE ON HOLLYWOOD					81	115	117	67	67	A	2.0	7	170	1 FRI. 11.30P 30 CBS SC													
1 WED. 12.00M 30 ABC GV										B	2.0	7	170	•WEEKDAY DAYTIME													
2 TU-TH 12.00M 30														ABC DAYTIME NEWSBRIEF-M-F					64	207	207	99	99	A	8.3	30	705
FRIDAY NIGHT VIDEOS					45	195	198	99	99	A	3.0	15	255	1 TUE. 2.57P 2 ABC N										B	7.6	27	645
1 FRI. 12.46A 90 NBC PC										B	3.6	17	306	1 THU. 2.56P 3													
2 FRI. 12.30A 90														2 M-F 2.57P 2													



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)					
WEEKDAY DAYTIME CONT'D																																														
ABC DAYTIME NEWSBRIEF(B)						139		81		A	6.1	17	518	DAYS OF OUR LIVES-MON(B)						161		83		A	5.5	15	467																			
1 MON. 2.57P 2 ABC N														1 MON. 1.00P 60 NBC DD															1 MON. 1.00P 60 NBC DD						125	130	62	64	A	2.4	9	204				
ABC WORLD NEWS-MORN-615A 90						95	103	69	73	A	1.1	13	93	DIFFERENT STROKES M-F 45															DIFFERENT STROKES M-F 45																	
M-F 6.15A 15 ABC N										B	1.1	14	93	1 M-F 12.00N 30 NBC CS															1 M-F 12.00N 30 NBC CS																	
ABC WORLD NEWS-MORN-645A 217						159	159	87	87	A	2.0	16	170	2 MTHF 12.00N 30															2 MTHF 12.00N 30																	
1 TU-F 6.45A 15 ABC N										B	2.0	16	170	2 TUE. 12.18P 12															2 TUE. 12.18P 12																	
2 M-F 6.45A 15														EDGE OF NIGHT 219						108	114	65	67	A	2.6	8	221																			
ABC WORLD NEWS 6:45AM(B)						112		72		A	.8	12	68	M-F 4.00P 30 ABC DD						163									M-F 4.00P 30 ABC DD						134	138	81	83	A	3.2	10	272				
1 MON. 6.45A 15 ABC N														FACTS OF LIFE M-F															FACTS OF LIFE M-F																	
ALL MY CHILDREN-MON(B)						137		81		A	7.7	21	654	M-F 10.00A 30 NBC CS															M-F 10.00A 30 NBC CS																	
1 MON. 1.00P 60 ABC DD														FAMILY FEUD 219						169	179	86	89	A	3.7	14	314																			
ALL MY CHILDREN 219						206	208	99	99	A	8.5	30	722	1 M-F 12.00N 30 ABC QP															1 M-F 12.00N 30 ABC QP																	
1 TU-F 1.00P 60 ABC DD										B	8.8	28	747	2 MTHF 12.00N 30															2 MTHF 12.00N 30																	
2 M-F 1.00P 60														2 TUE. 12.18P 12															2 TUE. 12.18P 12																	
ANOTHER WORLD 222						200	201	99	99	A	5.2	19	441	FLIGHT-DISCOVERY-LANDING(S)						200		99		A	6.4	30	543																			
1 TU-F 2.00P 60 NBC DD										B	5.6	19	475	1 WED. 9.36A 6 ABC N															1 WED. 9.36A 6 ABC N																	
2 M-F 2.00P 60														GENERAL HOSPITAL 217						208	208	99	99	A	9.8	33	832																			
ANOTHER WORLD(B)						160		83		A	4.0	11	340	1 TU-F 3.00P 60 ABC DD															1 TU-F 3.00P 60 ABC DD																	
1 MON. 2.00P 60 NBC DD														2 M-F 3.00P 60															2 M-F 3.00P 60																	
AS THE WORLD TURNS 222						203	203	99	99	A	7.2	25	611	GENERAL HOSPITAL-MON(B)						140		82		A	7.2	20	611																			
														1 MON. 3.00P 60 ABC DD															1 MON. 3.00P 60 ABC DD																	

1 TU-TH	1.30P	60 CBS DD				B	7.7	25	654	GOOD MORN AMER-MON-730(B)	136	82	A	1.8	15	153					
2 M-F	1.30P	60								1 MON.	7.30A	30 ABC N									
BODY LANGUAGE		58	112	106	60	57	A	3.0	10	255	GOOD MORN AMER-MON-830(B)	137	82	A	2.7	12	229				
1 TU-TH	4.00P	30 CBS PV					B	3.3	11	280	1 MON.	8.30A	30 ABC N								
2 M-F	4.00P	30																			
CAPITOL		225	196	196	96	96	A	6.0	22	509	GOOD MORNING, AMERICA-730	228	201	205	99	99	A	4.5	25	382	
1 TU-TH	2.30P	30 CBS DD					B	6.3	22	535	1 TU-F	7.30A	30 ABC N				B	4.8	24	408	
2 M-F	2.30P	30									2 M-F	7.30A	30								
CBS EARLY MORNING NEWS		230	128	136	87	90	A	1.5	17	127	GOOD MORNING, AMERICA-830	227	202	202	99	99	A	5.3	26	450	
M-F	6.30A	30 CBS N					B	1.5	17	127	1 TU-F	8.30A	30 ABC N				B	5.4	25	458	
											2 M-F	8.30A	30								
CBS MORNING NEWS 1-MON(B)			135		83		A	1.7	14	144	GUIDING LIGHT	223	204	204	99	99	A	7.4	25	628	
1 MON.	7.30A	30 CBS N									1 TU-TH	3.00P	60 CBS DD				B	7.9	25	671	
CBS MORNING NEWS 2-MON(B)			134		83		A	2.5	11	212	2 M-F	3.00P	60								
1 MON.	8.30A	30 CBS N									LOVING		219	185	194	93	96	A	3.3	14	280
											M-F	11.30A	30 ABC DD				B	3.7	15	314	
CBS MORNING NEWS 1		229	198	198	99	99	A	2.9	16	246	NBC NEWS AT SUNRISE(B)		135		74		A	.5	8	42	
1 TU-F	7.30A	30 CBS N					B	3.4	17	289	1 MON.	6.30A	30 NBC N								
2 M-F	7.30A	30									NBC NEWS AT SUNRISE	229	169	171	91	92	A	1.6	14	136	
CBS MORNING NEWS 2		228	198	198	99	99	A	3.2	16	272	1 TU-F	6.30A	30 NBC N				B	1.4	12	119	
1 TU-F	8.30A	30 CBS N					B	3.6	16	306	2 M-F	6.30A	30								
2 M-F	8.30A	30																			
CELEBRITY FAMILY FEUD SP.		15	159	167	84	87	A	2.9	13	246	NBC NEWS DIGEST-DAYTIME	97	190	198	96	99	A	4.4	15	374	
M-F	11.00A	30 ABC QP					B	3.1	13	263	M-F	2.57P	1 NBC N				B	4.7	16	399	
DAYS OF OUR LIVES		225	206	206	99	99	A	6.5	23	552	NEWSBREAK-11.57	227	173	184	86	88	A	6.4	26	543	
1 TU-F	1.00P	60 NBC DD					B	7.2	23	611	1 M-TH	11.57A	2 CBS N				B	7.8	30	662	
2 M-F	1.00P	60									2 M-F	11.57A	2								

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY		START TIME		DUR		NET		TYPE		WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME		DUR		NET		TYPE		WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKDAY DAYTIME CONT'D																																					
NEWSBREAK-3.57										223		189	189	94	94	A	6.0	19	509	1 TU-F		8.30A		30		NBC N		B	4.3	20	365						
1 TU-TH 3.57P 2 CBS N														B	6.4	19	543	2 M-F		8.30A		30				161	83	A	3.8	16	323						
2 M-F 3.57P 2																			TODAY SHOW-8.30AM(B)																		
ONE LIFE TO LIVE										217		205	206	99	99	A	7.8	28	662	1 MON.		8.30A		30		NBC N											
1 TU-F 2.00P 60 ABC DD														B	7.8	26	662	\$25,000 PYRAMID								225		154	171	82	88	A	4.3	19	365		
2 M-F 2.00P 60																			M-F 10.00A 30 CBS QP								134	82	B	4.9	21	416					
ONE LIFE TO LIVE-MON(B)																			US OPEN TENNIS(MON)(S)								134		A	3.6	10	306					
1 MON. 2.00P 60 ABC DD										138		82		A	6.0	16	509	1 MON.		12.30P		329		CBS SE													
PRESS YOUR LUCK																			US OPN TENNIS(FRI) 11:00A(S)								202	98	A	2.7	13	229					
M-F 10.30A 30 CBS QP										149	165	78	84	B	5.0	21	425	1 FRI.		11.00A		71		CBS SE													
PRICE IS RIGHT 1																			US OPN TENNIS(FRI) 12:42P(S)								204	99	A	2.5	9	212					
1 TU-TH 11.00A 30 CBS AP										205	205	99	99	A	6.0	27	509	1 FRI.		12.42P		257		CBS SE													
2 M-F 11.00A 30														B	7.2	29	611	WHEEL OF FORTUNE								225		207	208	99	99	A	6.9	31	586		
PRICE IS RIGHT 2																			1 TU-F 11.00A 30 NBC QG								161	84	B	7.3	30	620					
1 TU-TH 11.30A 30 CBS AP										205	205	99	99	A	7.6	32	645	2 M-F 11.00A 30																			
2 M-F 11.30A 30														B	9.5	37	807	WHEEL OF FORTUNE(B)																			
PRICE IS RIGHT 1-MON(B)																			1 MON. 11.00A 30 NBC QG																		
1 MON. 11.00A 30 CBS AP										133		78		A	5.7	17	484	YOUNG AND THE RESTLESS								225		206	206	99	99	A	7.8	30	662		
PRICE IS RIGHT 2-MON(B)																			1 TU-TH 12.30P 60 CBS DD								161	84	B	8.6	30	730					
1 MON. 11.30A 30 CBS AP										133		78		A	6.8	19	577	2 M-F 12.30P 60																			

RYAN'S HOPE-MON(B)					120		75		A	3.7	11	314	*WEEKEND DAYTIME														
1 MON. 12.30P 30 ABC DD													ABC SUNDAY AFTERNOON BSBL					1	186		92	A	2.1	5	178		
RYAN'S HOPE					219	178	178	93 93	A	4.5	18	382	2 SUN. 3.00P 180 ABC SE								B	2.1	5	178			
1 TU-F 12.30P 30 ABC DD									B	4.8	17	408	ABC WEEKEND SPECIALS					2	176	180	91 93	A	5.6	19	475		
2 M-F 12.30P 30													SAT. 12.00N 30 ABC FV								B	5.6	19	475			
SALE OF THE CENTURY					224	142	150	78 81	A	4.3	19	365	ABC WIDE WORLD-SPORTS SP.(S)					203		99	A	4.7	12	399			
M-F 10.30A 30 NBC QG									B	4.7	19	399	1 SAT. 5.00P 90 ABC SA														
SANTA BARBARA					24	186	187	95 96	A	3.4	11	289	ALVIN AND THE CHIPMUNKS					46	201	200	98 97	A	7.8	28	662		
1 TU-F 3.00P 60 NBC DD									B	3.5	11	297	SAT. 10.30A 30 NBC CA								B	7.8	28	662			
2 M-F 3.00P 60													AMERICAN BANDSTAND					2	158	159	78 77	A	4.2	14	357		
SANTA BARBARA(B)						151		81	A	2.9	8	246	SAT. 12.30P 60 ABC PC								B	4.2	14	357			
1 MON. 3.00P 60 NBC DD													BUGS BUNNY/ROAD RUNNER-SP(S)														
SCRABBLE					44	195	197	95 96	A	5.9	26	501	2 SAT. 11.30A 30 CBS CA						161		78	A	4.6	16	391		
1 TU-F 11.30A 30 NBC QG									B	6.2	23	526	BUGS BUNNY/R RUNNER 1(B)						173		83	A	3.2	11	272		
2 M-F 11.30A 30													1 SAT. 10.30A 30 CBS CA														
SCRABBLE(B)						154		80	A	5.9	17	501	BUGS BUNNY/R RUNNER 2(B)														
1 MON. 11.30A 30 NBC QG													1 SAT. 11.00A 30 CBS CA						169		81	A	3.9	14	331		
SEARCH FOR TOMORROW					228	147	153	73 75	A	3.1	12	263	BUGS BUNNY/R RUNNER 3(B)						155		73	A	3.4	12	289		
M-F 12.30P 30 NBC DD									B	3.3	12	280	1 SAT. 11.30A 30 CBS CA														
TODAY SHOW-7.30AM					229	201	201	99 99	A	3.9	21	331	CAPTAIN KANGAROO-SAT					47	126		81	A	.8	12	68		
1 TU-F 7.30A 30 NBC N									B	3.7	19	314	1 SAT. 7.00A 60 CBS CL									B	1.2	14	102		
2 M-F 7.30A 30													CAPTAIN KANGAROO-SAT					1	130		81	A	1.0	11	85		
TODAY SHOW-7.30AM(B)						181		83	A	1.9	15	161	2 SAT. 7.30A 30 CBS CL									B	1.0	11	85		
1 MON. 7.30A 30 NBC N													CBS COLLEGE FOOTBALL PRE					1	175		92	A	3.7	12	314		
TODAY SHOW-8.30AM					228	201	201	99 99	A	4.3	21	365	2 SAT. 12.00N 6 CBS SC								B	3.7	12	314			

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																									
CBS COLLEGE FOOTBALL	1				175		92		A	5.4	17	458	IN THE NEWS-11.26AM	1				167		82		A	4.5	16	382
2 SAT. 12.06P 186 CBS SE									B	5.4	17	458	2 SAT. 11.26A 3 CBS CN					155		73		B	4.5	16	382
CBS COLLEGE FOOTBALL POST	1				174		92		A	5.4	17	458	IN THE NEWS-11.56AM(B)									A	3.5	13	297
2 SAT. 3.12P 18 CBS SC									B	5.4	17	458	1 SAT. 11.56A 3 CBS CN												
CBS NFL TODAY	2				202	207	99	99	A	6.2	21	526	KIDD VIDEO	1				194		96		A	6.5	23	552
SUN. 12.30P 28 CBS SC									B	6.2	21	526	2 SAT. 11.00A 30 NBC CA					193	194	95	95	B	6.5	23	552
CBS NFL FOOTBALL GAME 1	2				203	207	99	99	A	13.1	36	1112	LITTLES	2								A	6.2	22	526
1 SUN. 12.58P 195 CBS SE									B	13.1	36	1112	SAT. 11.30A 30 ABC CA									B	6.2	22	526
2 SUN. 12.58P 191													MEET THE PRESS	44				151	164	90	95	A	2.6	10	221
CBS NFL FOOTBALL GAME 2	1				202		97		A	12.3	29	1044	SUN. 12.00N 30 NBC CC									B	2.8	9	238
2 SUN. 3.58P 206 CBS SE									B	12.3	29	1044	MIGHTY ORBOTS	2				198	198	98	98	A	5.5	25	467
CBS SPORTS SATURDAY	1				178		91		A	5.5	16	467	SAT. 9.00A 30 ABC CA									B	5.5	25	467
2 SAT. 3.30P 149 CBS SA									B	5.5	16	467	MR. T	46				202		99		A	5.3	19	450
CFA COLLEGE FOOTBALL GAME	1				202		98		A	7.4	20	628	1 SAT. 11.00A 30 NBC CA									B	7.4	26	628
2 SAT. 3.43P 201 ABC SE									B	7.4	20	628	MR. T	1				189		96		A	5.9	21	501
CFA COLLEGE FOOTBALL-PRE	1				201		98		A	5.2	16	441	2 SAT. 11.30A 30 NBC CA									B	5.9	21	501
2 SAT. 3.30P 13 ABC SC									B	5.2	16	441	MUPPET BABIES	1				197		98		A	6.1	26	518
CHARLIE BROWN&SNOOPY SHOW	27				179		91		A	2.1	18	178	2 SAT. 9.00A 30 CBS CA									B	6.1	26	518
1 SAT. 8.00A 30 CBS CA									B	2.6	19	221	NBC MAJOR LEAGUE PRE GAME	20				183	195	93	99	A	4.0	13	340
													1 SAT. 2.00P 16 NBC SC									B	4.7	17	399

DRAGON'S LAIR	2				199	199	99	99	A	6.6	24	560	2 SAT. 3.00P 18												
SAT. 10.00A 30 ABC CA									B	6.6	24	560	NBC MAJOR LEAGUE BASEBALL	20				188	198	95	99	A	4.6	14	391
DUNGEONS AND DRAGONS	47				198		97		A	4.2	16	357	1 SAT. 2.16P 197 NBC SE									B	6.3	21	535
1 SAT. 9.30A 30 CBS CA									B	5.4	22	458	2 SAT. 3.18P 162												
DUNGEONS AND DRAGONS	1				167		82		A	5.5	19	467	NEW SCOOBY-DOO MYSTERIES	2				194	195	96	96	A	6.0	21	509
2 SAT. 11.00A 30 CBS CA									B	5.5	19	467	SAT. 11.00A 30 ABC CA									B	6.0	21	509
FACE THE NATION	48				135	124	85	85	A	2.9	12	246	NFL '84-NBC	2				202	202	97	99	A	3.7	12	314
SUN. 10.30A 30 CBS CC									B	3.2	11	272	SUN. 12.30P 30 NBC SC									B	3.7	12	314
FLINTSTONE FUNNIES	47				188		95		A	2.2	18	187	NFL FOOTBALL GAME 1-NBC	2				194	206	75	99	A	7.7	21	654
1 SAT. 8.00A 30 NBC CA									B	3.0	21	255	1 SUN. 1.00P 193 NBC SE									B	7.7	21	654
GET ALONG GANG	1				193		95		A	4.3	23	365	2 SUN. 1.00P 208												
2 SAT. 8.30A 30 CBS CA									B	4.3	23	365	NFL FOOTBALL GAME 2-NBC	1				208		99		A	12.8	29	1087
GOING BANANAS	1				152		84		A	5.0	17	425	1 SUN. 4.19P 187 NBC SE									B	12.8	29	1087
2 SAT. 12.00N 30 NBC CA									B	5.0	17	425	NFL FOOTBALL POST-NBC	1				164		82		A	3.9	10	331
IN THE NEWS-8.26AM	47				179		91		A	2.5	17	212	2 SUN. 4.41P 17 NBC SC									B	3.9	10	331
1 SAT. 8.26A 3 CBS CN									B	3.0	19	255	ONE TO GROW ON-8:28AM	34				187	191	94	95	A	3.3	24	280
IN THE NEWS-8.26AM	1				163		82		A	2.2	13	187	SAT. 8.28A 2 NBC CN									B	3.6	24	306
2 SAT. 8.26A 3 CBS CN									B	2.2	13	187	ONE TO GROW ON-8:58AM	47				194	194	97	96	A	4.3	23	365
IN THE NEWS-8.56AM	1				193		95		A	5.0	25	425	SAT. 8.58A 2 NBC CN									B	4.6	24	391
2 SAT. 8.56A 3 CBS CN									B	5.0	25	425	ONE TO GROW ON-10:28AM	44				203	206	99	99	A	7.8	28	662
IN THE NEWS-9.56AM	47				198		97		A	3.9	15	331	SAT. 10.28A 2 NBC CN									B	8.4	31	713
1 SAT. 9.56A 3 CBS CN									B	4.9	19	416	ONE TO GROW ON-10:58AM	46				201	200	98	97	A	6.9	25	586
IN THE NEWS-10.26AM	44				167		82		A	2.9	10	246	SAT. 10.58A 2 NBC CN									B	7.5	27	637
1 SAT. 10.26A 3 CBS CN									B	4.4	16	374	ONE TO GROW ON-12:28PM	31				141	155	73	84	A	5.0	16	425
													SAT. 12.28P 2 NBC CN									B	4.9	17	416



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES													
WK # DAY		START TIME		DUR		NET TYPE		PROG.		WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)		WK # DAY		START TIME		DUR		NET TYPE		PROG.		WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. %		SHARE %		AVG. AUD. (0,000)							
WEEKEND DAYTIME CONT'D																																																	
PINK PANTHER AND SONS								1		190		95		A		3.5		20		297		THUNDARR										37		137		76		A		4.3		15		365					
2 SAT.		8.30A		30		NBC CA								B		3.5		20		297		1 SAT.		12.30P		30		NBC CA								B		4.7		15		399							
POLE POSITION								1		180		86		A		5.1		18		433		TURBO TEEN										2		197		199		98		99		A		6.3		24		535	
2 SAT.		10.30A		30		CBS CA								B		5.1		18		433		SAT.		9.30A		30		ABC CA										B		6.3		24		535					
PUPPY'S GREAT ADVENTURES								2		186		188		94		96		A		2.4		19		204		US OPEN TENNIS-SAT-1(S)										191		97		A		3.8		13		323			
SAT.		8.00A		30		ABC CA								B		2.4		19		204		1 SAT.		12.00N		240		CBS SE																					
SATURDAY SUPERCARDE								47		195		95		A		3.4		18		289		US OPEN TENNIS-SAT-2(S)										199		99		A		7.1		19		603							
1 SAT.		8.30A		60		CBS CA								B		4.5		22		382		1 SAT.		4.00P		180		CBS SE						195		98		A		6.6		15		560					
SATURDAY SUPERCARDE								1		205		99		A		5.2		21		441		US OPEN TENNIS-SUN.(S)																											
2 SAT.		9.30A		60		CBS CA								B		5.2		21		441		1 SUN.		4.11P		169		CBS SE																					
SCHOOLHOUSE ROCK-8:25AM								2		186		188		94		96		A		3.0		22		255		WOLF ROCK TV						2		200		201		99		99		A		5.6		20		475	
SAT.		8.25A		4		ABC CN								B		3.0		22		255		SAT.		10.30A		30		ABC CA								B		5.6		20		475							
SCHOOLHOUSE ROCK-9:55AM								2		197		199		98		99		A		6.1		23		518																									
SAT.		9.55A		4		ABC CN								B		6.1		23		518																													
SCHOOLHOUSE ROCK-10:25AM								2		199		199		99		99		A		6.1		22		518																									
SAT.		10.25A		4		ABC CN								B		6.1		22		518																													
SHIRT TALES								47		194		97		A		3.4		20		289																													
1 SAT.		8.30A		30		NBC CA								B		4.3		23		365																													
SHIRT TALES								1		160		81		A		1.8		12		153																													

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 3, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					17,230 20.3				30,650 36.1								
	ABC TV					CALL TO GLORY (SD)						NFL MONDAY NIGHT FOOTBALL DALLAS VS L.A. RAMS (9:00-12:30AM) (SD) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					12,480 14.7	13.2* 26		16.2* 28 *	16,050 18.9	18.9* 32 *		20.9* 35 *		21.6* 37 *		19.8* 34	
	SHARE OF AUDIENCE %					26	24 *		28 *	37	32 *		35 *		37 *		34	
	AVG. AUD. BY ¼ HR.					12.7	13.8	15.4	17.0	18.0	19.8	20.8	21.0	21.5	21.6	21.1	18.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,670 16.1				12,990 15.3		12,820 15.1		14,430 17.0				
	CBS TV					SCARECROW & MRS. KING (R)(SD)					KATE & ALLIE (R)	NEWHART (R)	CAGNEY & LACEY (R)					
	AVERAGE AUDIENCE (Households (000) & %)					9,850 11.6	11.2* 20		12.0* 20 *	11,120 13.1		11,120 13.1		10,780 12.7	12.1* 21 *		13.3* 24 *	
	SHARE OF AUDIENCE %					20	20 *		20 *	21		22		22	21 *		24 *	
	AVG. AUD. BY ¼ HR.					10.8	11.6	11.9	12.1	12.7	13.5	12.6	13.5	12.2	12.0	13.0	13.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,770 17.4				18,930 22.3								
	NBC TV					TV BLOOPERS & PRAC. JOKES (R)(SD)					NBC MONDAY NIGHT MOVIES OH, GOD BOOK II (R)							
	AVERAGE AUDIENCE (Households (000) & %)					9,680 11.4	11.2* 20		11.6* 20 *	10,700 12.6	12.4* 20 *		12.7* 21 *		12.8* 22 *		12.6* 23 *	
	SHARE OF AUDIENCE %					20	20 *		20 *	21	20 *		21 *		22 *		23 *	
	AVG. AUD. BY ¼ HR.					11.5	11.0	11.4	11.7	12.2	12.5	13.0	12.4	12.9	12.6	12.9	12.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					17,910 21.1				30,730 36.2								
	ABC TV					BARBARA WALTERS SPECIAL (SD)						NFL MONDAY NIGHT FOOTBALL WASHINGTON VS SAN FRANCISCO (9:00-12:32AM) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					12,400 14.6	13.2* 25		15.9* 26 *	14,260 16.8	18.6* 29 *		19.2* 30 *		19.6* 31 *		17.5* 30 *	
	SHARE OF AUDIENCE %					25	23 *		26 *	31	29 *		30 *		31 *		30 *	
	AVG. AUD. BY ¼ HR.					12.9	13.5	15.1	16.8	18.1	19.1	19.2	19.2	19.5	19.7	18.9	16.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,790 18.6				18,760 22.1		18,080 21.3		21,140 24.9				
	CBS TV					SCARECROW & MRS. KING (R)(SD)					KATE & ALLIE (R)	NEWHART (R)	CAGNEY & LACEY (R)					
	AVERAGE AUDIENCE (Households (000) & %)					11,040 13.0	11.9* 22		14.0* 22 *	16,050 18.9		16,130 19.0		16,470 19.4	19.5* 33		19.2* 35 *	
	SHARE OF AUDIENCE %					22	21 *		22 *	29		29		33	32 *		35 *	
	AVG. AUD. BY ¼ HR.					11.3	12.4	13.4	14.7	18.3	19.5	18.7	19.4	19.5	19.8	19.2	19.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,980 20.0				15,710 18.5								
	NBC TV					TV BLOOPERS & PRAC. JOKES (R)(SD)					MARCO POLO, PART II (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					11,380 13.4	12.9* 22		13.9* 22 *	8,570 10.1	10.7* 16		10.2* 16 *		9.7* 16 *		9.8* 18 *	
	SHARE OF AUDIENCE %					22	22 *		22 *	16	16 *		16 *		16 *		18 *	
	AVG. AUD. BY ¼ HR.					12.6	13.1	14.2	13.5	11.0	10.4	10.3	10.1	9.8	9.6	9.7	9.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.4	51.4	51.0	53.1	54.1	55.5	58.2	60.2	60.8	61.7	60.9	60.1	59.4	58.2	57.1	53.6
		WK. 2	51.9	52.6	53.2	54.6	56.0	59.0	61.5	63.9	66.0	66.2	65.6	64.9	62.3	59.7	56.8	53.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. MON. SEPT. 10, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE

SEPT. 11, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV WK. 1		48.6	49.0	50.3	52.2	54.2	56.5	58.4	59.8	60.5	61.8	60.9	60.7	58.8	58.6	56.4	54.0		
(See Def. 1) WK. 2		48.6	49.0	50.3	52.2	53.3	55.0	56.6	58.6	60.3	62.0	61.5	60.4	59.5	59.6	57.9	55.7		

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. TUE. SEPT. 11, 1984

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,010 16.5				13,580 16.0				14,430 17.0			
	ABC TV	FALL GUY (R)(SD)				DYNASTY (R)(SD)				HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)	10,190 12.0 11.8* 12.4* 12.2				10,360 12.2 11.7* 20 20 *				10,870 12.8 12.6* 24 23 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 22 * 22 * 10.9				20 20 * 11.6 11.8 12.5				21 * 12.7 12.5 12.9 13.0			
E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,930 11.7				16,900 19.9							
	CBS TV	CROSSROADS (SD)				CBS WEDNESDAY NIGHT MOVIE THE OTHER WOMAN(R)							
	AVERAGE AUDIENCE (Households (000) & %)	6,790 8.0 7.6* 8.4* 12.3				10,440 11.2* 11.8* 13.0* 13.1*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 14 * 15 * 7.5				22 19 * 20 * 11.3				13.0 13.0 13.0 13.3			
	TOTAL AUDIENCE (Households (000) & %)	10,780 12.7				10,950 12.9				16,390 19.3			
	NBC TV	DOUBLE TROUBLE (R)				JENNIFER SLEPT HERE(B) (R)(SD)				FACTS OF LIFE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	9,080 10.7 20 10.3				9,170 10.8 19 10.4				12,820 15.1 25 14.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11.1 10.4 11.3				15.0* 25 * 15.3 15.4				15.1* 25 * 14.9			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	17,400 20.5				16,810 19.8				16,050 18.9			
	ABC TV	FALL GUY (R)(SD)				DYNASTY (R)(SD)				HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)	12,060 14.2 13.2* 15.1* 12.7				12,740 15.0 14.6* 25 14.3				12,400 14.6 14.0* 26 13.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25 24 * 26 * 12.7				25 25 * 14.8 15.2				15.9 13.9 14.2 14.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,010 16.5				18,510 21.8							
	CBS TV	SECRET WORLD-VERY YOUNG (SD)				CBS WEDNESDAY NIGHT MOVIE SOMETHING SO RIGHT(R)							
	AVERAGE AUDIENCE (Households (000) & %)	9,250 10.9 10.7* 11.0* 10.9				11,890 14.0 13.0* 24 12.5				14.1* 14.5* 25 * 14.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 19 * 19 * 11.2				22 * 22 * 13.5 13.9				14.2 14.7 15.0 14.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	16,390 19.3											
	NBC TV	MARCO POLO, PART IV (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)	8,410 9.9 9.5* 9.9* 9.8				9.5* 9.9* 10.4* 10.1*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 17 * 17 * 9.5				16 * 17 * 18 * 10.0				10.4 10.5 10.2 10.0			

TV HOUSEHOLDS USING TV	WK. 1	47.0	48.7	49.7	51.0	51.9	53.7	56.1	57.5	59.1	59.7	60.5	60.2	56.3	55.3	53.4	52.1
(See Def. 1)	WK. 2	49.1	50.8	51.1	52.5	54.2	55.6	56.7	58.5	58.3	59.2	59.7	59.2	57.4	56.4	54.9	52.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEPT. 10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					10,190 12.0							25,300 29.8						
	ABC TV							20/20 SPECIAL (SD)						ABC NFL FOOTBALL SPECIAL PITTSBURGH VS N.Y. JETS (9:00-12:12AM) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					6,200 7.3	7.0*			7.5*	11,550 13.6	12.5*			14.6*	15.1*	14.0*		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.					13 7.1	12* 7.0			13* 7.5	26 11.6	21* 13.4			24* 14.3	26* 14.8	25* 13.9	14.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					18,510 21.8					19,100 22.5					17,490 20.6			
	CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				MIKE HAMMER (R)					
	AVERAGE AUDIENCE (Households (000) & %)					13,070 15.4	13.7*			17.1*	14,430 17.0	16.7*			17.4*	14.9	14.6*	15.2*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.					26 12.7	24* 14.6			28* 16.7	28 16.6	27* 16.7			28* 17.6	27 14.7	26* 14.6	29* 15.0	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					15,280 18.0			16,640 19.6					13,670 16.1			15,960 18.8		
	NBC TV					GIMME A BREAK (R)(SD)		FAMILY TIES (R)				NIGHT COURT (R)(SD)		HILL STREET BLUES (R)					
	AVERAGE AUDIENCE (Households (000) & %)					12,480 14.7			11,890 14.0	13.7*			11,800 13.9			10,870 12.8	12.9*	12.7*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.					26 13.7			23 15.7	22* 13.5			23 14.0			23 14.6	23* 14.1	24* 13.7	24* 12.6
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					22,750 26.8									17,320 20.4				
	ABC TV							GLITTER (SD)						20/20					
	AVERAGE AUDIENCE (Households (000) & %)					13,500 15.9	14.4*			15.5*			16.6*	17.3*	14.8	15.1*	14.5*		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.					27 14.1	26* 14.7			26* 15.4	28* 15.5	28* 16.4	29* 16.9	29* 17.4	27 17.1	27* 15.1	28* 15.1	28* 14.8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					15,450 18.2					16,560 19.5					14,180 16.7			
	CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				MIKE HAMMER (R)					
	AVERAGE AUDIENCE (Households (000) & %)					10,780 12.7	11.8*			13.6*	12,650 14.9	14.7*			15.1*	12.8	12.8*	12.8*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.					22 11.4	21* 12.1			23* 13.4	25 13.9	25* 14.4	25* 15.1	25* 15.1	25* 15.1	24 12.8	23* 12.7	24* 12.8	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					13,920 16.4			13,160 15.5			12,900 15.2			11,550 13.6			15,540 18.3	
	NBC TV					GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		HILL STREET BLUES (R)					
	AVERAGE AUDIENCE (Households (000) & %)					11,890 14.0			11,380 13.4	10,870 12.8			10,530 12.4			11,460 13.5	13.4*	13.7*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.					25 13.5			23 14.5	21 13.3	21 13.6	21 12.5	21 13.1	21 12.4	21 12.3	25 13.3	24* 13.6	26* 13.6	
TV HOUSEHOLDS USING TV		WK. 1	51.7	53.2	54.8	56.1	58.7	59.9	61.8	61.8	61.3	60.8	58.0	56.1	54.1	52.3			
(See Def. 1)		WK. 2	1.4	51.1	5.4	55.1	57.0	58.1	59.3	60.4	60.9	59.9	56.9	55.6	53.5	51.7			

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. THU. SEPT. 13, 1984



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		9,340 11.0	9,850 11.6	10,610 12.5	{				12,990 15.3	{			
	ABC TV	{		ABC SAT. MORNING REVIEW (R)(SD)		WEBSTER (R)(SD)		BLUE THUNDER (R)(SD)			MATT HOUSTON (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{		7,220 8.5	8,320 9.8	7,560 8.9	8.7* 17 *			9.0* 17 *	9,930 11.7	10.7* 20 *	12.6* 24 *		
	SHARE OF AUDIENCE %	{		18	19	17	17 *			22	20 *	24 *			
	AVG. AUD. BY ¼ HR	{		8.2	8.8	9.1	10.5	8.6	8.9	8.8	9.2	10.0	11.5	12.2	12.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		15,110 17.8	{				24,030 28.3	{					
	CBS TV	{		COMEDY ZONE (SD)				CBS SPECIAL MOVIE PRSNT THE SHADOW RIDERS(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{		9,080 10.7	10.2*	11.2*		14,940 17.6	15.4* 33		17.5* 33 *	18.8* 35 *		18.7* 35 *	
	SHARE OF AUDIENCE %	{		22	21 *	22 *		33	29 *		33 *	35 *		35 *	
	AVG. AUD. BY ¼ HR	{		10.3	10.1	11.0	11.5	14.8	16.1	17.2	17.8	18.8	18.8	18.9	18.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		7,050 8.3	17,150 20.2	{									
	NBC TV	{		(1) (SD)(-OP)	NBC MAJOR LGE BSBL-FRI. CHICAGO CUBS VS N.Y. METS CALIFORNIA VS CHICAGO WHITE SOX MULTI SEGMENT TELECAST(OP)(-OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{		6,540 7.7	7,050 8.3	{				9.0* 18 *	8.8* 17 *	7.9* 15 *	7.4* 14 *		
	SHARE OF AUDIENCE %	{		17	16	{				18 *	17 *	15 *	14 *		
	AVG. AUD. BY ¼ HR	{		7.6	8.0	8.3	8.5	8.7	9.2	8.7	8.9	8.4	7.5	7.1	7.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE	{															
	AVG. AUD. BY ¼ HR.	{															
		14,520 17.1		14,690 17.3		25,890 30.5		HAWAIIAN HEAT (SD)									
		BENSON (R)		WEBSTER (R)(SD)													
		12,310 14.5		13,160 15.5		16,220 19.1		17.7*	18.7*		20.0*		20.0*				
		27		28		34		31 *	32 *		36 *		36 *				
		13.3		15.7	14.9		16.0	17.4	18.1	18.6	18.8	19.6	20.4	20.3	19.6		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE	{															
	AVG. AUD. BY ¼ HR.	{															
		8,070 9.5		8,490 10.0		17,150 20.2		SPECIAL MOVIE PRSNT-FRI THREESOME									
		SATURDAY'S THE PLACE		BUGS BUNNY MYSTERY SPEC (R)(SD)													
		6,450 7.6		7,300 8.6		8,740 10.3		8.9*	8.9*		11.2*		12.0*				
		14		15		18		15 *	15 *		20 *		22 *				
		7.7		7.4	8.2		9.0	9.0	8.8	8.9	9.0	10.6	11.7	12.0	12.1		
	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE	{															
	AVG. AUD. BY ¼ HR.	{															
		16,730 19.7		MOVIE OF THE WEEK-FRIDAY HIGH SCHOOL U.S.A.(R) (SD)										8,410 9.9		CRACKER BROTHERS	
		9,510 11.2		10.3*		10.6*		11.8*		11.9*		5.5		5.0*			
		20		19 *		19 *		20 *		20 *		10		9 *			
		10.4		10.2	10.4		10.8	11.7	11.9	12.1	11.7	6.5	5.3	5.0	5.0		

TV HOUSEHOLDS USING TV	WK. 1	44.7	44.9	45.5	46.2	46.9	48.6	49.8	51.6	52.0	53.3	53.5	54.1	53.4	53.1	53.0
(See Def 1)	WK. 2	47.1	49.1	50.2	51.9	53.0	54.5	55.3	56.5	57.3	58.2	58.5	57.8	56.2	56.1	55.5

U.S. TV Households: 84,900,000

(1) NBC MAJOR LGE. PRE-FRI., NBC, (8:00-8:17PM)(S)

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 19,100 22.5																
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,470 8.8 6.7* 8.1* 8.9* 8.8* 9.0* 9.6*																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ % 17 14* 16* 17* 16* 17* 19*																
	TOTAL AUDIENCE (Households (000) & %)		{ 21,900 25.8																
W E E K 2	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,470 8.8 8.7* 8.0* 8.2* 7.7* 7.8* 9.4*																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ % 18 21* 18* 17* 15* 15* 17*																
	TOTAL AUDIENCE (Households (000) & %)		{ 12,990 15.3																
	NBC TV																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 14,350 16.9																
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,700 12.6 12.4* 12.7* 11,040 13.0 13.6* 14.9* 12.2* 11.5*																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ % 24 24* 24* 23 25* 26* 22* 21*																
	TOTAL AUDIENCE (Households (000) & %)		{ 10,950 12.9																
W E E K 2	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,050 8.3 8.0* 8.7* 8,320 9.8 8.2* 9.6* 10.5* 11.0*																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		{ % 16 16* 16* 18 15* 17* 19* 20*																
	TOTAL AUDIENCE (Households (000) & %)		{ 11,970 14.1																
	NBC TV																		

U.S. TV Households: 84,900,000

(1) CFA COLLEGE FOOTBALL GAME, ABC, (3:43-7:04PM)

For explanation of symbols, See page A

EVE.SAT. SEPT.15, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	10.1	11.1														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV	(1) (SD)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	11.0	8.2														
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	6.8	6.7	6.1	5.6	4.7	4.1										
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	3.4															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	23.1	23.3	25.2	25.6	17.7											
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR.	23.1	23.3	25.2	25.6	17.7	6.3	5.0	4.2	3.6	3.1	2.7					
TV HOUSEHOLDS USING TV WK. 1 WK. 2																	
47.9 45.1 41.5 36.8 32.8 29.5 26.6 24.3 21.2 19.1 17.4 15.8 13.4 12.1 11.1 10.9																	
51.7 49.5 46.8 44.9 35.1 31.3 27.0 24.0 21.5 19.6 17.8 15.9 13.4 11.6 10.2 9.1																	

U.S. TV Households: 84,900,000

(1) US OPEN TENNIS-SAT-3, MEN'S SEMI-FINALS, CBS, (7:00-11:17PM)(S)

For explanation of symbols, See page A

EVE.SAT. SEPT.15, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 13,240 15.6		{ 17,150 20.2		{ 24,280 28.6											
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)		HARDCASTLE & MCCORMICK (R)(SD)		ABC SUNDAY NIGHT MOVIE COAL MINER'S DAUGHTER(R) (9:00-11:27PM) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,000 10.6		{ 12,140 14.3		{ 15,710 18.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		10.6	9.5*	11.6*	14.3	13.1*	15.4*	18.5	15.5*	18.0*	20.0*	20.1*	20.1*	20.1*			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 18,250 21.5		{ 18,420 21.7		{ 16,470 19.4		{ 15,790 18.6		{ 17,060 20.1							
	CBS TV		60 MINUTES (R)		BOYS IN BLUE (SD)		JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 12,400 14.6		{ 13,070 15.4		{ 14,180 16.7		{ 13,920 16.4		{ 13,160 15.5							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		10.6	9.5*	11.6*	14.3	13.1*	15.4*	18.5	15.5*	18.0*	20.0*	20.1*	20.1*	20.1*			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,360 12.2		{ 17,910 21.1													
	NBC TV		(1) (-OP)		SUMMER SUNDAY USA SPCL ED (OP)		MARCO POLO, PART I (8:30-11:30PM) (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,600 6.6		{ 8,150 9.6													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13.8	8.4	5.3	6.3	6.7	8.0	9.3	9.1	10.4	9.9	10.2	10.3	10.3	9.6	9.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 8,910 10.5		{ 13,500 15.9		{ 20,720 24.4											
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)		HARDCASTLE & MCCORMICK (R)(SD)		ABC NFL FOOTBALL SPECIAL DENVER VS CLEVELAND (9:00-12:35AM) (SD)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,090 6.0		{ 9,590 11.3		{ 8,070 9.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		12	10*	6.7*	11.3	10.2*	12.3*	9.5	9.4*	10.7*	10.9*	9.4*	9.4*	9.4*	9.4*		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 27,850 32.8		{ 27,420 32.3		{ 26,660 31.4											
	CBS TV		(2) (-OP)		60 MINUTES (7:20-8:20PM) (OP)(-OP)		E/R-SPECIAL (8:20-9:20PM) (OP)(-OP)		SPECIAL MOVIE PRSNT-SUN SOME KIND OF HERO (9:20-11:20PM) (OP)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 18,680 22.0		{ 19,530 23.0		{ 16,560 19.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16.1	20.0	21.2	21.8	24.3	20.7	21.0	23.5	26.2	20.2	19.9	20.2	19.6	19.7	19.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 9,170 10.8		{ 13,070 15.4		{ 28,440 33.5											
	NBC TV		SILVER SPIDERS (8:00-8:10PM) (R)(-OP)		PUNKY BREWSTER (8:10-8:20PM) (R)(-OP)		KNIGHT RIDER (8:20-9:00PM) (R)(SD)(OP)		NBC SUNDAY NIGHT MOVIE MIAMI VICE (SD)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,150 9.6		{ 10,020 11.8		{ 11,120 13.1		{ 19,360 22.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		8.6	10.6	11.1	12.4	9.5	12.2	13.1	13.9	19.3	21.6	23.0	24.0	24.4	23.6	24.0	
TV HOUSEHOLDS USING TV WK. 1		51.5	51.7	54.4	56.1	57.7	58.6	60.4	62.9	61.9	62.5	62.8	62.8	60.5	60.0	58.1		
(See Def. 1)		51.1	52.6	54.3	56.7	59.1	59.9	61.2	63.1	63.9	64.1	63.5	63.4	62.2	61.0	59.1		

U.S. TV Households: 84,900,000

(1) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

A-17(2) CBS NFL FOOTBALL GAME 2, CBS, VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

EVE.SUN. SEPT.16, 1984

EVE. SUN. SEPT. 16, 1984



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,010 5.9		5,690 6.7		(S)(OP)			
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (TU-F)(OP)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (TU-F)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)		3,910 4.6		4,580 5.4					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		27 4.4 4.8		27 5.3 5.5					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		2,630 3.1		3,060 3.6		4,160 4.9		4,080 4.8	
	CBS TV		CBS MORNING NEWS 1 (TU-F)(OP)		CBS MORNING NEWS 2 (TU-F)(OP)		\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)		2,120 2.5		2,550 3.0		3,400 4.0		3,400 4.0	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		15 2.4 2.4		15 2.8 3.1		17 3.8 4.3		17 3.9 4.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		4,250 5.0		4,080 4.8		4,250 5.0		4,080 4.8	
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (TU-F)(OP)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (TU-F)(OP)		FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)		3,230 3.8		3,480 4.1		3,400 4.0		3,480 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		22 3.6 3.9		21 4.1 4.0		17 3.7 4.2		18 3.9 4.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,750 5.6		5,430 6.4					
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)					
	AVERAGE AUDIENCE (Households (000) & %)		3,820 4.5		4,500 5.3					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		23 4.3 4.7		26 5.3 5.4					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		3,480 4.1		3,400 4.0		4,670 5.5		4,250 5.0	
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)		2,800 3.3		2,800 3.3		3,820 4.5		3,650 4.3	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		17 3.4 3.3		16 3.3 3.4		22 4.3 4.7		20 4.2 4.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,250 5.0		4,500 5.3		3,740 4.4		4,410 5.2	
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)		3,480 4.1		3,820 4.5		3,060 3.6		3,820 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		21 4.1 4.1		22 4.6 4.5		17 3.4 3.8		21 4.4 4.6	

TV HOUSEHOLDS USING TV WK 1	10.5	12.0	13.1	14.7	16.2	17.6	18.9	19.7	21.0	21.9	22.1	22.6	22.8	23.7	23.3	24.1
(See Def. 1) WK 2	12.6	14.8	16.5	17.8	18.9	19.8	20.2	20.3	20.6	20.9	20.8	21.0	20.9	21.0	20.9	21.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,310 3.9		{ 3,480 4.1		{ 4,250 5.0		{ 5,010 5.9		{ 9,340 11.0		{ 8,830 10.4					
	ABC TV	CELEBRITY FEUD SP.		LOVING		FAMILY FEUD		RYAN'S HOPE (TU-F)(OP) (SUS-OP)		ALL MY CHILDREN (TU-F)(OP)		ONE LIFE TO LIVE (TU-F)(OP)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,800 3.3		{ 2,970 3.5		{ 3,480 4.1		{ 4,080 4.8		{ 7,220 8.5		{ 6,540 7.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 3.2		{ 14 3.4		{ 15 3.4		{ 19 3.7		{ 30 7.6		{ 28 7.7					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,110 7.2		{ 7,730 9.1		{ 9,340 11.0		{ 7,560 8.9		{ 5,690 6.7							
	CBS TV	PRICE IS RIGHT-1 (S)(OP)		PRICE IS RIGHT-2 (S)(OP)(SD)		(S)(OP)		YOUNG AND THE RESTLESS (TU-TH)(S)(OP)		AS THE WORLD TURNS (TU-TH)(S)(OP)		CAPITOL (TU-TH)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,180 6.1		{ 6,450 7.6		{ 6,880 8.1		{ 6,030 7.1		{ 5,260 6.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 27 5.7		{ 32 7.2		{ 31 7.9		{ 25 6.7		{ 23 6.9		{ 23 7.4					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,450 7.6		{ 5,940 7.0		{ 2,970 3.5		{ 3,400 4.0		{ 7,470 8.8		{ 6,030 7.1					
	NBC TV	WHEEL OF FORTUNE (TU-F) (OP)		SCRABBLE (TU-F)(OP)		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES (TU-F)(OP)		ANOTHER WORLD (TU-F)(OP) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,690 6.7		{ 5,090 6.0		{ 2,380 2.8		{ 2,800 3.3		{ 5,860 6.9		{ 4,840 5.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 31 6.5		{ 26 5.8		{ 11 2.6		{ 12 2.9		{ 24 6.5		{ 21 5.8					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,550 3.0		{ 3,060 3.6		{ 3,230 3.8		{ 4,250 5.0		{ 9,340 11.0		{ 8,660 10.2					
	ABC TV	CELEBRITY FEUD SP.		LOVING		FAMILY FEUD (SUS-OP)		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,120 2.5		{ 2,550 3.0		{ 2,720 3.2		{ 3,570 4.2		{ 7,220 8.5		{ 6,710 7.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 11 2.4		{ 13 2.9		{ 13 3.1		{ 16 4.0		{ 29 7.4		{ 28 7.8					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,030 7.1		{ 7,640 9.0		{ 8,740 10.3		{ 7,560 8.9		{ 5,520 6.5							
	CBS TV	PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,010 5.9		{ 6,450 7.6		{ 6,540 7.7		{ 6,110 7.2		{ 5,010 5.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 27 5.6		{ 33 7.4		{ 30 7.4		{ 25 7.0		{ 24 7.1							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,050 8.3		{ 5,690 6.7		{ 2,040 2.4		{ 2,890 3.4		{ 6,710 7.9		{ 5,260 6.2					
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F (SUS-OP)		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 7.1		{ 4,940 5.8		{ 1,700 2.0		{ 2,460 2.9		{ 5,260 6.2		{ 4,080 4.8					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 11 7.1		{ 10 7.3		{ 8 1.9		{ 11 2.2		{ 21 2.9		{ 17 5.0					
TV HOUSEHOLDS USING TV		WK 1	24.0	24.1	24.1	24.8	26.7	27.5	27.5	28.1	29.4	30.0	29.9	30.2	29.2	28.9	28.7
(See Def. 1)		WK. 2	24.9	24.4	24.0	24.6	24.8	25.9	26.3	26.9	28.2	29.2	29.4	29.4	28.1	28.3	27.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. SEPT. 10-14, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,360 12.2		2,550 3.0		9,510 11.2		ABC WORLD NEWS TONIGHT (-OP)		8,070 9.5		20 9.7	
	ABC TV		GENERAL HOSPITAL (TU-F)(OP)		EDGE OF NIGHT									
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,240 9.7		2,120 2.5									
	SHARE OF AUDIENCE %		33		33 *		8							
	AVG. AUD. BY ¼ HR. %		9.2		9.9		10.0		9.9		2.6		2.5	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,900 9.3		3,230 3.8				(S)(OP)		10,360 12.2		CBS EVENING NEWS- RATHER	
	CBS TV		GUIDING LIGHT (TU-TH)(SD) (S)(OP)		BODY LANGUAGE (TU-TH) (S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,540 7.7		2,630 3.1						8,910 10.5		22 10.4	
	SHARE OF AUDIENCE %		26		26 *		10							
	AVG. AUD. BY ¼ HR. %		7.5		7.8		7.9		7.8		3.1		3.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,160 4.9								8,570 10.1		NBC NIGHTLY NEWS	
	NBC TV		SANTA BARBARA (TU-F)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,060 3.8								7,470 8.8			
	SHARE OF AUDIENCE %		12		13 *		12 *				19		8.5	
	AVG. AUD. BY ¼ HR. %		3.9		3.6		3.5		3.5				9.1	
	TOTAL AUDIENCE (Households (000) & %)		{ 10,700 12.6		2,460 2.9						9,590 11.3		ABC WORLD NEWS TONIGHT	
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT									
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,410 9.9		2,210 2.6						8,240 9.7			
	SHARE OF AUDIENCE %		33		33 *		8				20		9.8	
	AVG. AUD. BY ¼ HR. %		9.4		9.9		10.1		10.2		2.7		2.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,640 9.0		2,890 3.4						11,630 13.7		CBS EVENING NEWS- RATHER	
	CBS TV		GUIDING LIGHT (SD)		BODY LANGUAGE									
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,200 7.3		2,460 2.9						9,930 11.7			
	SHARE OF AUDIENCE %		24		24 *		9				24		11.6	
	AVG. AUD. BY ¼ HR. %		6.8		7.2		7.6		7.5		2.8		3.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 3,990 4.7								9,080 10.7		NBC NIGHTLY NEWS	
	NBC TV		SANTA BARBARA											
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,720 3.2								7,810 9.2			
	SHARE OF AUDIENCE %		11		11 *		10 *				19		8.9	
	AVG. AUD. BY ¼ HR. %		3.2		3.0		3.1		3.4				9.5	

TV HOUSEHOLDS USING TV	WK. 1	29.7	30.8	31.3	32.1	31.4	32.2	32.7	34.1	35.4	37.8	38.7	40.7	42.9	44.8	46.0	47.4
(See Def. 1)	WK. 2	29.1	30.3	31.2	32.2	31.3	32.6	33.2	35.0	36.8	38.7	39.5	41.5	43.8	45.9	47.4	48.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT, SEPT. 15, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,110 7.2	6,200 7.3	5,260 6.2	5,940 7.0										
			NEW SCOOBY-DOO MYSTERIES	LITTLES	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{	5,260 6.2	5,260 6.2	4,670 5.5	3,400 4.0	3.6*	4.3*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 6.2	22 6.2	18 5.4	14 3.7	12 *	15 *	4.4	4.2						
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,330 5.1	3,650 4.3	10,190 12.0											
			BUGS BUNNY/R RUNNER 2(B)	BUGS BUNNY/R RUNNER 3(B) (SD)	US OPEN TENNIS-SAT-1 MEN'S SEM-FINALS (12:00-4:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{	3,310 3.9	2,890 3.4	3,230 3.8	3.1*	3.1*	3.5*	4.1*	3.9*	4.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 3.8	12 4.1	13 3.3	11 *	11 *	12 *	14 *	13 *	13 *	3.9	3.8	3.9	4.1	
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,180 6.1	4,250 5.0	5,010 5.9	4,410 5.2										
			MR. T	SPIDERMAN/HULK 1	SPIDERMAN/HULK 2 (SD)	THUNDARR										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.3	3,400 4.0	3,910 4.6	3,650 4.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 5.4	14 5.3	15 3.9	15 4.1	4.3	4.9	4.2	4.4						
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,860 6.9	6,030 7.1	6,280 7.4	6,030 7.1										
			DUNGEONS AND DRAGONS (SD)	BUGS BUNNY/ROAD RUNNER SP	CBS COLLEGE FOOTBALL WASHINGTON VS MICHIGAN (12:00-3:12PM)(SD) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,670 5.5	3,910 4.6	4,580 5.4	3.7*	4.3*	5.1*	5.5*	6.6*	6.6*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 5.5	16 5.3	17 3.3	12*	14*	17*	18*	21*	20*	6.6	6.7	6.8	6.5	
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,520 6.5	5,010 5.9	4,250 5.0	4,410 5.2										
			KIDD VIDEO	MR. T	GOING BANANAS (SD)	SPIDERMAN AND FRIENDS										
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 6.5	5,010 5.9	4,250 5.0	4,410 5.2										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 6.6	21 5.9	17 4.9	17 5.0	5.1	5.3								

TV HOUSEHOLDS USING TV WK. 1	27.8	31.1	31.9	31.9	28.8	30.1	29.5	29.6	29.5	30.4	29.2	29.1	29.6	30.7	31.0	31.1
(See Def. 1) WK. 2	27.8	31.1	31.9	31.9	29.7	30.0	29.8	30.1	30.0	29.8	29.6	30.3	31.5	32.1	32.1	31.1

U.S. TV Households: 84,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:15PM)

For explanation of symbols, See page A



		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)										3,400 4.0			9,250 10.9				
	ABC TV										SPORTSBEAT			ABC WIDE WORLD-SPORTS SP.				
	AVERAGE AUDIENCE (Households (000) & %)										2,800 3.3			3,990 4.7				
	SHARE OF AUDIENCE %										9			12				
	AVG. AUD. BY ¼ HR.										3.2	3.3		4.4*				
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
1	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
TV HOUSEHOLDS USING TV		WK 1	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3
(See Def. 1)		WK 2	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3

U.S. TV Households 84,900,000

(1) CBS COLLEGE FOOTBALL POST, CBS, (3:12-3:30PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:18PM)

For explanation of symbols, See page A

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %) {

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
W AVG. AUD. BY ¼ HR. %

E TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

K AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
1 AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

W AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

E TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

K AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
2 AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

CAPTAIN KANGAROO-SUN (SUS)		FOR OUR TIMES (SUS)		SUNDAY MORNING				FACE THE NATION	
8,110 7.2								2,800 3.3	
3,140								2,210	
3.7								2.6	
18		3.4*		3.9*				3.9*	
3.0		19 *		19 *				17 *	
		3.7		3.8				4.1	
				3.9				3.8	
								2.5	
								2.6	

CAPTAIN KANGAROO-SUN (SUS)		FOR OUR TIMES (SUS)		SUNDAY MORNING				FACE THE NATION	
6,710 7.9								3,230 3.8	
3,740								2,630	
4.4								3.1	
21		3.6*		4.9*				4.8*	
2.9		20 *		23 *				20 *	
		4.2		4.8				4.7	
				5.0				4.9	
								3.2	
								2.9	

TV HOUSEHOLDS USING TV	WK. 1	5.7	6.7	7.8	8.2	9.9	12.0	13.7	16.3	18.2	19.4	20.6	22.0	23.3	23.7	24.3	24.9
(See Def. 1)	WK. 2	5.3	6.2	6.8	8.1	10.4	12.6	14.2	15.9	17.7	19.9	22.6	24.4	25.2	25.8	26.4	27.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 9, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE  
(Households (000) & %)

5,600  
6.6

← THIS WEEK-DAVID BRINKLEY →

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,740

4.4 4.3\* 4.4\*  
15 15\* 15\*  
4.4 4.3 4.5 4.3

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

6,200 22,580  
7.3 26.6

(1)  
(-OP)

← CBS NFL FOOTBALL GAME 1 →

~VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST(OP)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,920 11,460

5.8 13.5 10.7\* 12.7\* 13.7\* 13.6\*  
20 36 32\* 35\* 36\* 36\*  
5.2 7.5 9.8 11.5 12.4 13.1 14.0 13.3 13.1 14.2

TOTAL AUDIENCE  
(Households (000) & %)

2,290  
2.7

3,650  
4.3

11,380  
13.4

MEET THE PRESS

NFL '84-NBC

← NFL FOOTBALL GAME 1-NBC →

~VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,040

2,800

4,080

2.4 3.3 4.8 4.2\* 4.9\* 5.2\* 4.5\*  
9 11 13 13\* 13\* 14\* 12\*  
2.3 2.5 3.1 3.4 3.8 4.6 4.8 4.7 5.0 5.3 4.6 4.3

TOTAL AUDIENCE  
(Households (000) & %)

4,840  
5.7

← THIS WEEK-DAVID BRINKLEY →

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,060

3.6 3.4\* 3.9\*  
12 12\* 13\*  
3.1 3.7 3.7 4.0

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

7,050 23,520  
8.3 27.7

(2)  
(-OP)

← CBS NFL FOOTBALL GAME 1 →

~VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST(OP)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,600 10,700

8.6 12.6 10.3\* 11.5\* 13.0\* 12.3\*  
22 35 32\* 34\* 36\* 33\*  
6.1 8.1 9.9 10.6 11.0 11.9 13.0 13.2 11.3 13.2

TOTAL AUDIENCE  
(Households (000) & %)

2,970  
3.5

5,260  
6.2

20,630  
24.3

← RELIGIOUS SERIES (US) →

MEET THE PRESS

NFL '84-NBC

← NFL FOOTBALL GAME 1-NBC →

~VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,380

3,480

8,740

2.8 4.1 10.3 8.6\* 10.4\* 11.3\* 10.9\*  
10 14 28 26\* 31\* 32\* 29\*  
2.7 2.9 3.8 4.5 7.7 9.4 10.1 10.9 11.4 11.3 11.7 10.2

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

28.1	26.8	28.0	28.4	29.1	29.4	30.1	31.4	33.4	35.4	36.7	37.8	39.1	39.4	39.0	39.4
28.0	28.0	28.6	28.6	28.6	29.0	30.1	31.1	32.6	34.2	34.2	34.9	35.5	36.7	37.0	37.1

U.S. TV Households: 84,900,000

(1) CBS NFL TODAY, CBS, (12:30-12:58PM)

(2) CBS NFL TODAY, CBS, (12:30-12:58PM)

For explanation of symbols, See page A

DAY SUN. SEPT. 16, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																		10,020 11.8 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		8,070
	SHARE OF AUDIENCE %																			9.5
	AVG. AUD. BY ¼ HR. %																			20 8.8 10.2
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																		16,300 19.2
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		5,600
	SHARE OF AUDIENCE %																			6.8*
	AVG. AUD. BY ¼ HR. %																			7.4*
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																		23,940 28.2
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		10,870
	SHARE OF AUDIENCE %																			12.0*
	AVG. AUD. BY ¼ HR. %																			12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																		6,030 7.1
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		5,600 6.6 ABC WRLD NEWS TONIGHT-SUN
	SHARE OF AUDIENCE %																			4,410
	AVG. AUD. BY ¼ HR. %																			5.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																		26,830 31.6
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		10,440
	SHARE OF AUDIENCE %																			14.1*
	AVG. AUD. BY ¼ HR. %																			14.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																		3,650 4.3
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{																		3,310
	SHARE OF AUDIENCE %																			10.2*
	AVG. AUD. BY ¼ HR. %																			10.0
TV HOUSEHOLDS USING TV			WK. 1	39.6	39.7	40.0	41.1	41.4	41.6	40.7	40.3	40.4	41.0	42.0	43.8	45.3	46.7	48.5	49.4	
(See Def. 1)			WK. 2	37.6	38.0	38.6	39.1	39.8	39.8	39.2	39.4	40.4	41.3	41.7	43.0	44.9	46.9	48.4	49.4	

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

[illegible]

MONDAY									
EVENING THURSDAY									
ABC ABC NFL FOOTBALL SPECIAL(S)	1	9.00-12.12AM	+GRID 11.00 11.15 11.30 11.45 12.00	25,300	29.8	11,550	13.6	26	
									14.5 13.3 12.7 11.8 11.1
EVENING FRIDAY									
ABC ABC BUSINESS BRIEF-FRI	1	8.43- 3.44PM	8.30	8,490	10.0	8,490	10.0	20	10.0
	2	8.41- 8.42PM	8.30						
NBC NBC MAJOR LGE. PRE-FRI(S)	1	8.00- 8.17PM	+GRID 8.15	7,050	8.3	6,540	7.7	17	
									8.0
NBC NBC MAJOR LGE. BSBL-FRI.(S)	1	8.17-11.18PM	+GRID 11.00 11.15 11.30	17,150	20.2	7,050	8.3	16	
									8.2 1.0 <<
EVENING SATURDAY									
ABC ABC SPORTS UPDATE-SAT	1	11.52PM	8.45	7,470	8.8	7,470	8.8	17	8.8
	2	11.59PM	8.45						
ABC ABC NEWSBRIEF-SAT.	1	11.58PM	9.45	7,050	8.3	7,050	8.3	15	8.3
	2	11.59PM	9.45						
CBS NEWSBREAK-SAT.	2	11.59PM	9.45						
	1	11.17PM	1.15	7,220	8.5	6,880	8.1	17	8.1
NBC NBC NEWS DIGEST-SAT	1	11.59PM	9.15	7,730	9.1	7,730	9.1	17	9.1



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SATURDAY-CONT'D																			
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	8,910	10.5	8,910	10.5	19	10.5										
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.32- 8.33PM	8.30	11,970	14.1	11,970	14.1	23	14.1			11,210	13.2	11,210	13.2	22	13.2		
	2	8.34- 8.35PM	8.30																
ABC ABC NEWSBRIEF-SUN.	1	10.00-10.01PM	10.00	16,220	19.1	16,220	19.1	32	19.1			7,300	8.6	7,300	8.6	14	8.6		
	2	10.52-10.53PM	10.45									26,830	31.6	10,440	12.3	29	16.8*	34*	17.7
CBS CBS NFL FOOTBALL GAME 2	2	3.58- 7.24PM	-GRID 7.15									27,850	32.8	18,680	22.0	39	23.9*	40*	22.7
CBS 60 MINUTES	2	7.20- 8.20PM	-GRID 8.15									27,420	32.3	19,530	23.0	36	25.4*	39*	23.1
CBS E/R-SPECIAL(S)	2	8.20- 9.20PM	-GRID 9.15																
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	12,230	14.4	12,230	14.4	23	14.4			17,490	20.6	17,490	20.6	32	20.6		
	2	9.18- 9.19PM	9.15									26,660	31.4	16,560	19.5	33	17.8*	37*	16.3
CBS SPECIAL MOVIE PRSNT-SUN(S)	2	9.20-11.20PM	-GRID 11.15																
NBC NFL FOOTBALL GAME 2-NBC	1	4.19- 7.26PM	-GRID 7.30	23,940	28.2	10,870	12.8	29	6.1*	12*	6.1								

NBC KNIGHT RIDER(B)	2	8.00- 8.19PM	-GRID 8.15									9,170	10.8	8,150	9.6	16	10.3		
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45									10,440	12.3	10,440	12.3	20	12.3		
	1	9.43- 9.44PM	9.30	7,640	9.0	7,640	9.0	14	9.0			16,980	20.0	16,980	20.0	31	20.0		
NBC NBC NEWS DIGEST-2-SUN.	2	9.58- 9.59PM	9.45																
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M F			8.45	10,020	11.8	10,020	11.8	20	14.5	M F		14,600	17.2	14,690	17.3	29	19.2	M-F	
			9.45						10.6	W & F							15.8	TU-TH	
			10.00														18.6	FRI.	
			10.15						8.7	TUE.									
ABC ABC NEWS:NIGHTLINE	11	30-12.00MD	11.30	6,110	7.2	4,750	5.6	15	6.2	W & F		6,370	7.5	5,000	6.0	17	6.7	TU-F	
			11.45						5.0	W & F							5.3	TU-F	
ABC ABC NEWS:NIGHTLINE SPEC.(S)	1	11.30-12.30AM	11.30	6,370	7.5	3,650	4.3	14	6.0	TUE.									
			11.45						4.4	TUE.									
			12.00						3.7	TUE.									
			12.15						3.0	TUE.									
ABC ABC ROCKS			12.00	2,720	3.2	2,040	2.1	8	2.6	FRI.		2,230	2.7	1,370	2.2	7	2.5	FRI.	
			12.15						2.2	FRI.							2.0	FRI.	
			12.30						2.4	FRI.							1.6	FRI.	
ABC EYE ON HOLLYWOOD			12.00	1,700	2.0	1,440	1.7	7	1.9	WED.							2.2	TU-TH	
			12.15						1.4	WED.							1.8	TU-TH	
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.42- 1.12AM	12.30	3,140	3.7	2,720	3.2	18	3.8	THU.									
			12.45						3.3	THU.									
			1.00						2.8	THU.									
ABC ABC NEWS:NIGHTLINE-MON CONT'D	1	1.08- 1.38AM	1.00	4,330	5.1	3,230	3.8	23	4.8	MON.									

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAM

				WEEK 1								WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																				
ABC ABC NEWS:NIGHTLINE-MON-CONT'D				2	1.02- 1.32AM	1.00						2,720	3.2	2,380	2.8	16	3.1	MON.		
						1.15				3.7	MON.						2.7	MON.		
						1.30				3.2	MON.						2.7	MON.		
CBS NEWSBREAK-M-F					8.58- 8.59PM	8.45	8,320	9.8	8,320	9.8	17	9.8	M-F	7,980	9.4	7,980	9.4	16	9.4	M-F
CBS CAMPAIGN '84				2	11.30-12.00MD	11.30							3,740	4.4	2,890	3.4	10	3.8	TUE.	
						11.45											3.1	TUE.		
CBS LATE MOVIE I				2	>	11.30						6,200	7.3	4,080	4.8	16	5.8	M-F		
						11.45										5.6*	16*	5.3	MWTHF	
						12.00											4.6	M-F		
						12.15										4.5*	16*	4.4	M-F	
						12.30											4.4	M-F		
						12.45										4.1*	17*	3.5	M-F	
						1.00										3.7*	19*	3.7	TUE.	
CBS US OPN TENNIS HILITES-FRI(S)				2	VARIOUS TIMES	(SUS)														
				1	11.30-12.00MD	11.30	4,750	5.6	3,650	4.3	11	4.8	FRI.							
						11.45						3.8	FRI.							
CBS US OPN TENNIS HILITES-MON(S)				1	11.30-12.00MD	11.30	4,330	5.1	3,310	3.9	11	4.3	MON.							
						11.45						3.4	MON.							
CBS US OPN TENNIS HILITES-THU(S)				1	11.30-12.00MD	11.30	4,580	5.4	3,820	4.5	13	4.8	THU.							

CBS US OPN TENNIS HILITES-TUE(S)	1	11.30-12.00MD	11.30	4,180	4.9	3,480	4.1	12	4.2	THU.									
			11.45						4.6	TUE.									
CBS US OPN TENNIS HILITES-WED(S)	1	11.30-12.00MD	11.30	4,410	5.2	3,400	4.0	11	4.6	WED.									
			11.45						3.3	WED.									
CBS LATE MOVIE I	1	>	12.00	4,250	5.0	2,630	3.1	13	3.2	M-F									
			12.15						3.2*	12*									
			12.30						3.2	M-F									
			12.45						3.2	M-F									
			1.00						2.9	M-F									
			1.15						2.7	M-F									
			1.30						2.3	M-F									
CBS LATE MOVIE II	1	VARIOUS TIMES (SUS)	12.30									3,570	4.2	2,800	3.3	18	3.7	M-F	
			12.45														3.4	MWTHF	
			1.00	2,460	2.9	1,870	2.2	15	2.6	M-F							3.1	M-F	
			1.15						2.3	M-F							2.9	M-F	
			1.30						2.2	M-F							3.4	TUE.	
			1.45						2.0	M-F							3.4	TUE.	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,020	1.2	850	1.0	11	1.1	M-THSU		1,610	1.9	1,360	1.6	18	1.6	M-THSU	
			2.15						.9	M-THSU							1.5	MWTHSU	
CBS CBS NEWS NIGHTWATCH-2		2.00- 4.00AM	2.30	1,780	2.1	760	.9	18		M-THSU		2,550	3.0	1,100	1.3	25		M-THSU	
			2.45						1.2*	16*							1.7	M-THSU	
			3.00						1.1	M-THSU							1.7	M-THSU	
			3.15						1.0	M-THSU							1.5	M-THSU	
			3.30						1.0*	17*							1.4	M-THSU	
									.9	M-THSU							1.4	M-THSU	

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TTL- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TTL- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D				3.45															
CBS CBS NEWS NIGHTWATCH-2-CONT'D				4.00					.9* 18*	3	M THSU					1.3* 25*	1.3	M THSU	
				4.15					.7* 16*	7	M THSU				1.2* 27*	1.1	M THSU		
				4.30					.8* 19*	8	M THSU				1.1* 26*	1.2	M THSU		
				4.45					.9* 22*	9	M THSU				1.2* 26*	1.2	M THSU		
				5.30															
				5.45															
NBC NBC NEWS DIGEST-M-F				8.15		8,570 10.1	8,570 10.1	18	5.5	MTUThF									
				8.45					12.0	M & TU			8,150 9.6	8,150 9.6	16	9.3	M-F		
				9.00												9.2	TUWF		
				9.15												1.4	TUWF		
NBC NBC NEWS DIGEST-2-M-F				9.30															
				9.45		9,250 10.9	9,250 10.9	18	.9	TUThF			7,300 8.6	7,300 8.6	14	9.0	M-F		
NBC LAROCHE-POLITICAL(S)				11.30		4,750 5.6	3,400 4.0	11	4.7	MON.									
				11.45					3.3	MON.									
NBC TONIGHT SHOW				11.30		7,980 9.4	4,750 5.6	19	1.1	M-F			7,900 9.3	5,090 6.0	19	7.0	M-F		
				11.45			7.5* 22*		7.2	TU-F						6.6* 19*	6.3	MTuThF	
				12.00					5.5	M-F						6.0	M-F		
				12.15			5.0* 18*		4.5	M-F						5.6* 20*	5.2	M-F	
				12.30					3.9	M & F						5.8	TUE.		

NBC DAVID LETTERMAN I				12.45				3.2* 14*	3.4	M & F				5.5* 23*	5.2	TUE.	
				12.30		2,630 3.1	2,290 2.7	14	3.3	M-TH	2,970 3.5	2,550 3.0	15	3.0	M-TH		
				12.45					2.8	TU-TH				2.6	MTuThF		
				1.00					1.6	MON.				3.6	TUE.		
				1.15					1.5	MON.				3.1	TUE.		
NBC FRIDAY NIGHT VIDEOS				12.30					4.4	FRI.	4,670 5.5	2,210 2.6	13	4.0	FRI.		
				12.45		5,260 6.2	2,890 3.4	17	3.9	FRI.				3.4* 14*	2.8	FRI.	
				1.00					3.5	FRI.					2.7	FRI.	
				1.15				3.7* 17*	3.5	FRI.				2.4* 12*	2.2	FRI.	
				1.30					3.0	FRI.					2.0	FRI.	
				1.45				2.9* 16*	2.9	FRI.				2.0* 14*	2.1	FRI.	
				2.00					2.7	FRI.							
				2.15				2.7* 19*	2.5	FRI.							
NBC DAVID LETTERMAN II				1.00		1,950 2.3	1,700 2.0	14	2.4	M-TH	2,290 2.7	1,950 2.3	15	2.5	M-TH		
				1.15					2.1	TU-TH				2.1	MTuThF		
				1.30					1.9	MON.				2.5	TUE.		
				1.45					1.1	MON.				2.3	TUE.		
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A				6.15		850 1.0	850 1.0	14	1.0	M-F	1,190 1.4	1,100 1.3	14	1.3	M-F		
ABC ABC WORLD NEWS 6:45AM(B)				6.45		680 .8	680 .8	12	.8	MON.							
ABC ABC WORLD NEWS-MORN-645A				6.45		1,700 2.0	1,610 1.9	16	1.9	TU-F	1,950 2.3	1,780 2.1	16	2.1	M-F		
ABC GOOD MORN AMER-MON-730(B)				7.30		1,870 2.2	1,530 1.8	15	1.5	MON.							
				7.45					2.0	MON.							
ABC GOOD MORN AMER-MON-830(B)				8.30		2,550 3.0	2,290 2.7	12	2.6	MON.							
				8.45					2.8	MON.							
ABC FLIGHT-DISCOVERY-LANDING(S)				9.30		5,770 6.8	5,430 6.4	30	6.4	WED.							

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC PRES. REAGAN'S NEWS CONF(SUS)	2	12.00-12.18PM	12.00																
ABC RYAN'S HOPE-MON(B)	1	12.30-1.00PM	12.30 12.45	3,990	4.7	3,140	3.7	11	3.5 4.0	MON. MON.								TUE.	
ABC ABC DAYTIME NEWSBRIEF(SUS)	2	12.57-12.59PM	12.45																
ABC ABC DAYTIME NEWSBRIEF-2(SUS)	1	12.57-12.59PM	12.45							THU.								FRI.	
ABC ALL MY CHILDREN-MON(B)	1	1.00-2.00PM	1.00 1.15 1.30 1.45	8,570	10.1	6,540	7.7	21	6.9 7.6 8.2 8.1	MON. MON. MON. MON.									
ABC ONE LIFE TO LIVE-MON(B)	1	2.00-3.00PM	2.00 2.15 2.30 2.45	7,050	8.3	5,090	6.0	16	6.3 6.0 5.9 5.9	MON. MON. MON. MON.									
ABC ABC DAYTIME NEWSBRIEF(B)	1	2.57-2.59PM	2.45	5,350	6.3	5,180	6.1	17	6.1	MON.									
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	2.45	7,390	8.7	6,790	8.0	29	8.1	TU-F									
ABC GENERAL HOSPITAL-MON(B)	2	2.57-2.59PM	2.45																
	1	3.00-4.00PM	3.00 3.15 3.30	8,070	9.5	6,110	7.2	20	7.1 7.5 7.3	MON. MON. MON.		7,470	8.8	7,300	8.6	31	8.6	M-F	

ABC ABC WORLD NEWS TONIGHT	1	>	3.45 -GRID 6.45 7.00 7.15	9,510	11.2	8,070	7.1* 20* 9.5 20	6.9 MON. M-F TU-F 9.6 9.1 MON. 9.2 MON.										
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,530	1.8	1,190	1.4 18	1.2 1.6 M-F M-F	1,780	2.1	1,360	1.6 17	1.4 1.8	M-F M-F				
CBS CBS MORNING NEWS 1-MON(B)	1	7.30- 8.00AM	7.30 7.45	1,700	2.0	1,440	1.7 14	1.7 MON. 1.7 MON.										
CBS CBS MORNING NEWS 2-MON(B)	1	8.30- 9.00AM	8.30 8.45	2,720	3.2	2,120	2.5 11	2.3 MON. 2.7 MON.										
CBS PRICE IS RIGHT 1-MON(B)	1	11.00-11.30AM	11.00 11.15	5,860	6.9	4,840	5.7 17	5.5 MON. 6.0 MON.										
CBS US OPN TENNIS(FRI) 11:00A(S)	1	11.00-12.11PM	11.00 11.15 11.30 11.45 12.00	5,090	6.0	2,290	2.7 13 2.9* 15*	3.1 FRI. 2.7 FRI. 2.7 FRI. 2.5 FRI. 2.6 FRI.										
CBS PRICE IS RIGHT 2-MON(B)	1	11.30-12.00NN	11.30 11.45	6,790	8.0	5,770	6.8 19	6.7 MON. 7.0 MON.										
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,520	6.5	5,260	6.2 23	6.2 M-TH	5,690	6.7	5,520	6.5 28	6.5	M-F				
CBS US OPEN TENNIS(MON)(S)	1	12.30- 5.59PM	12.30 12.45 1.00 1.15 1.30	11,720	13.8	3,060	3.6 10 3.4* 10*	3.7 MON. 3.1 MON. 3.1 MON. 3.4 MON. 3.9 MON.										

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS US OPEN TENNIS(MON)(S)-CONT'D			1.45					3.7* 10*	3.5	MON.							
			2.00						3.6	MON.							
			2.15					3.6* 10*	3.5	MON.							
			2.30						3.9	MON.							
			2.45					3.8* 10*	3.7	MON.							
			3.00						3.5	MON.							
			3.15					3.5* 9*	3.4	MON.							
			3.30						3.4	MON.							
			3.45					3.5* 10*	3.6	MON.							
			4.00						3.8	MON.							
			4.15					3.8* 11*	3.8	MON.							
			4.30						3.4	MON.							
			4.45					3.4* 9*	3.4	MON.							
			5.00						3.9	MON.							
			5.15					3.8* 10*	3.7	MON.							
			5.30						3.8	MON.							
			5.45					3.7* 9*	3.6	MON.							
CBS US OPN TENNIS(FRI) 12:42P(S)	1	12.42- 4.59PM	12.30	9,340	11.0	2,120	2.5	9	2.4	FRI.							
			12.45				2.2*	9*	2.1	FRI.							
			1.00						2.2	FRI.							

			1.15					2.2* 9*	2.3	FRI.							
			1.30						2.4	FRI.							
			1.45					2.3* 9*	2.3	FRI.							
			2.00						2.3	FRI.							
			2.15					2.3* 9*	2.3	FRI.							
			2.30						2.1	FRI.							
			2.45					2.0* 8*	1.9	FRI.							
			3.00						2.2	FRI.							
			3.15					2.4* 9*	2.5	FRI.							
			3.30						2.5	FRI.							
			3.45					2.7* 9*	2.8	FRI.							
			4.00						3.1	FRI.							
			4.15					3.0* 10*	2.9	FRI.							
			4.30						3.1	FRI.							
			4.45					2.9* 9*	2.8	FRI.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,690	6.7	5,430	6.4	21	6.4	TU-TH	5,180	6.1	4,920	5.8	18	5.8	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,780	2.1	1,360	1.6	15	1.2	TU-F	1,870	2.2	1,360	1.6	14	1.3	M-F
			6.45						1.8	TU-F						1.9	M-F
NBC NBC NEWS AT SUNRISE(B)	1	6.30- 7.00AM	6.30	420	.5	420	.5	8	<<	MON.							
			6.45						.6	MON.							
NBC TODAY SHOW-7.30AM(B)	1	7.30- 8.00AM	7.30	2,040	2.4	1,610	1.9	15	1.9	MON.							
			7.45						1.9	MON.							
NBC TODAY SHOW-8.30AM(B)	1	8.30- 9.00AM	8.30	3,990	4.7	3,230	3.8	16	3.4	MON.							
			8.45						4.1	MON.							
NBC WHEEL OF FORTUNE(B)	1	11.00-11.30AM	11.00	6,960	8.2	5,940	7.0	21	7.2	MON.							
			11.15						6.8	MON.							
NBC SCRABBLE(B)	1	11.30-12.00NN	11.30	5,940	7.0	5,010	5.9	17	5.8	MON.							
CONT'D																	

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC SCRABBLE(B)-CONT'D			11.45						5.9	MON.							
NBC REAGAN NEWS CONF-NBC(SUS)	2	12.00-12.18PM	12.00													TUE.	
NBC DAYS OF OUR LIVES-MON(B)	1	1.00- 2.00PM	1.00	6,710	7.9	4,670	5.5	15	6.2	MON.							
			1.15				6.0*	18*	5.7	MON.							
			1.30						5.2	MON.							
			1.45				5.1*	14*	5.0	MON.							
NBC ANOTHER WORLD(B)	1	2.00- 3.00PM	2.00	4,580	5.4	3,400	4.0	11	3.5	MON.							
			2.15				3.8*	10*	4.0	MON.							
			2.30						4.2	MON.							
			2.45				4.2*	11*	4.1	MON.							
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,160	4.9	4,160	4.9	16	4.9	MWF	3,230	3.8	3,230	3.8	14	3.8	
NBC SANTA BARBARA(B)	1	3.00- 4.00PM	3.00	3,480	4.1	2,460	2.9	8	2.8	MON.							
			3.15				2.8*	8*	2.8	MON.							
			3.30						3.0	MON.							
			3.45				3.0*	8*	3.0	MON.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,230	3.8	2,890	3.4	26	3.4		2,890	3.4	2,210	2.6	18	2.6	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	5,770	6.8	5,180	6.1	23	6.1		5,770	6.8	5,090	6.0	22	6.0	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	6,710	7.9	5,940	7.0	25	7.0		4,920	5.8	4,330	5.1	19	5.1	

ABC CFA COLLEGE FOOTBALL-PRE	2	3.30- 3.43PM	3.30								4,500	5.3	4,410	5.2	16	5.2	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,380	2.8	2,120	2.5	17	2.5		2,290	2.7	1,870	2.2	13	2.2	
CBS IN THE NEWS- 8.56AM	2	8.56- 8.59AM	8.45								4,840	5.7	4,250	5.0	25	5.0	
CBS IN THE NEWS- 9.56AM	1	9.56- 9.59AM	9.45	3,740	4.4	3,310	3.9	15	3.9								
CBS IN THE NEWS-10.26AM	1	10.26-10.29AM	10.15	2,630	3.1	2,460	2.9	10	2.9								
CBS IN THE NEWS-11.26AM	2	11.26-11.29AM	11.15								4,250	5.0	3,820	4.5	16	4.5	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	3,230	3.8	2,970	3.5	13	3.5								
CBS CBS COLLEGE FOOTBALL	2	12.06- 3.12PM	-GRID 3.00								13,240	15.6	4,580	5.4	17 6.7* 21*	6.7	
CBS CBS COLLEGE FOOTBALL PRE	2	12.00-12.06PM	12.00								4,500	5.3	3,140	3.7	12	3.7	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,380	2.8	2,290	2.7	20	2.7		3,570	4.2	3,310	3.9	27	3.9	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,650	4.3	3,570	4.2	24	4.2		3,990	4.7	3,650	4.3	23	4.3	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,540	7.7	6,370	7.5	27	7.5		7,220	8.5	6,880	8.1	29	8.1	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,430	6.4	5,260	6.2	23	6.2		6,880	8.1	6,450	7.6	27	7.6	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,160	4.9	4,080	4.8	16	4.8		4,840	5.7	4,410	5.2	17	5.2	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.16PM	-GRID 2.15	3,740	4.4	3,400	4.0	13									
	2	3.00- 3.18PM	-GRID 3.15						3.9		3,990	4.7	3,400	4.0	12		3.7
DAY SUNDAY																	
CBS CBS NFL TODAY		12.30-12.58PM	-GRID 12.45	6,200	7.3	4,920	5.8	20	6.5		7,050	8.3	5,600	6.6	22		7.2
CBS CBS NFL FOOTBALL GAME 1 CONT'D	1	12.58- 4.13PM	-GRID	22,580	26.6	11,460	13.5	36									

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE	AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE	AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %					HOUSEHOLDS (000) %	HOUSEHOLDS (000) %	SHARE %				
DAY SUNDAY-CONT'D																	
CBS CBS NFL FOOTBALL GAME 1-CONT'D	2	12.58- 4.09PM	-GRID 3.30 3.45 4.00 4.15								23,520 27.7	10,700 12.6	35		14.0 14.0 8.9 2.2		
						13.1*	32*	13.6 2.6									
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.13PM	-GRID	11,380 13.4	4,080 4.8	13					20,630 24.3	8,740 10.3	28		5.9*	15*	5.9
	2	1.00- 4.28PM	-GRID 4.15 4.30					1.3									